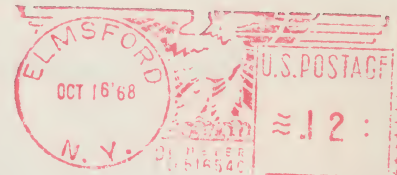


3M
COMPANY
BUSINESS
PRODUCTS
CENTER

3M BUSINESS PRODUCTS SALES INC.

141 EAST MAIN STREET
ELMSFORD, NEW YORK 10523



Mr. T. Nelson, Systems Cons.
Box 1546
Poughkeepsie, N.Y. 12603
~~XXXXXXXXXXXX~~

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**WHY DOES 3M MAKE
4 DIFFERENT MICROFILM
READER-PRINTERS
FOR LIBRARIES
INSTRUCTIONAL MATERIALS
CENTERS AND ERIC USERS**

A

*Because these users of
microfilm vary in the size
of their collection and
in the numbers of
customers they serve.*

3M MAKES MICROFILM READER-PRINTERS TO FIT YOUR NEEDS

All of 3M's "400" Reader-Printers have the same
easy-to-operate, easy-to-maintain printing mechanisms.
Some of them are for big users . . . some for small.



Find out which one is for you...



- *6-second printouts, large-scale viewing assured on 16mm and 35mm rolls, jackets, aperture cards*
- *Sharp, dry copies every time*
- *360° turret rotation gives you complete reading, printing flexibility*
- *Handsome design fits any decor*

3M® 400B®

READER-PRINTER

The best unit for an organization with a small microfilm collection and serving a relatively small number of users is 3M's "400B" Reader-Printer.

The "400B" Reader-Printer gives a school library, instructional materials center and ERIC recipient all the conveniences of 3M's fast printing and easy using reader-printers.

The "400B" Reader-Printer is versatile. It takes 35mm and 16mm open spool film and flat film microforms: aperture cards and

microfiche. Add a microfiche kit and you have the fastest, easiest way to handle microfilm.

The manual operation of 3M's "400B" Reader-Printer makes it a simple machine for students—even junior high students to—operate on a self-service basis.



- *Motorized film drive lets you retrieve 16mm and 35mm microfilm records instantly*
- *Film drive operates at variable speeds — from 10 inches to 400 feet per minute*
- *Choice of 10 magnification lenses*
- *Push a button . . . get a sharp 8½" x 12½" copy in only 6 seconds!*

3M[®] 400M[®] MOTORIZED READER-PRINTER

3M's "400M" Motorized Reader-Printer simplifies lookups . . . makes microfilm easier for the researcher or student with many rolls of film to scan and examine.

Special controls on 3M's "400M" Motorized Reader-Printer advance and rewind film from slowest to fastest speeds—at any speed you want and any time you want a certain speed.

For scanning, 3M's microfilm service representatives adjust your reader-printer to the scanning speed best for you. And as another

extra, you have a manual positioning knob to center the image whenever you want a print.

Add a microfiche kit and you have the complete microfilm reader-printer for every demand that can be made on your operation.

Fast lookups plus fast six second printing make this reader-printer the most popular one in libraries.



- *Instant viewing*
- *Instant retrieval*
- *Compact cartridges contain 16mm microfilm . . . easy to load, easy to file*
- *With 3M cartridges, you never touch film—no fingerprints, less wear*
- *Motorized film drive provides variable scanning speeds . . . easy-eye index method makes retrieval the fastest ever*

3M[®] 400C[®] CARTRIDGE READER-PRINTER

Now 3M makes microfilm easier than ever before. For the library with the specialized collection of information, 3M's "400C" Cartridge Reader-Printer saves the most time of the end user.

More and more specialized collections of information are being published for use with 3M's 16mm cartridges. Typical are Chemical Abstracts U.S. Government patents, chemical patents and the like.

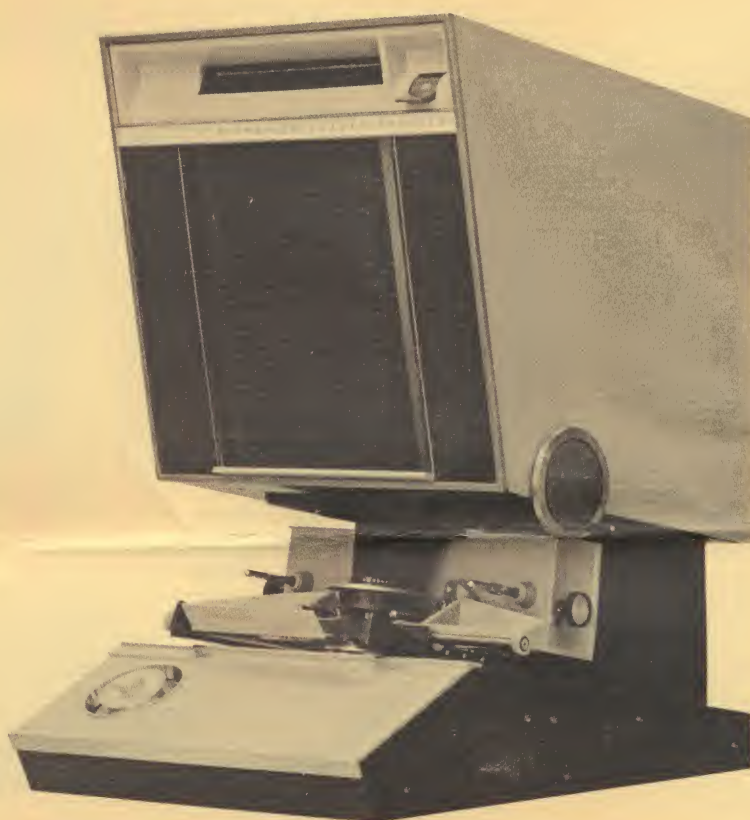
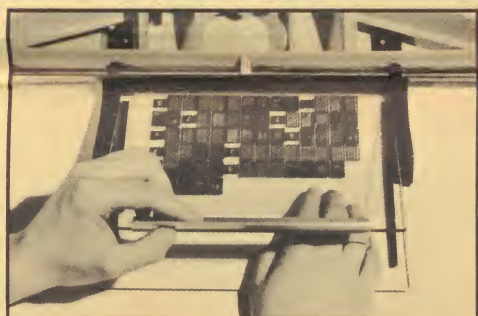
3M's "400C" Cartridge Reader-Printer is designed for the self-service cartridge microform. Best news of all — your existing col-

lections of 16mm open spool film can be quickly converted and post-indexed for cartridge odometer lookups.

This is the reader-printer for specialized information retrieval. It is a valuable addition to a library serving a large number of scientific and technical personnel.

3M
COMPANY

- *Handles multi-image sheet film—any microfiche or microfilm jacket up to 5" x 8"*
- *Easy positioning with double-action film holder*
- *Provides instant view . . . or a sharp copy in only 6 seconds!*



3M[®] 400[®] MICROFICHE READER-PRINTER

Notice something different between the "400B" Reader-Printer and this 3M "400" Microfiche Reader-Printer?

The 3M "400" Microfiche Reader-Printer is used exclusively for flat film: microfiche and aperture cards.

This is the unit for the school, library, instructional materials center or user of ERIC who does not intend to use any open spool film.

3M's way of handling microfiche and other flat film formats is unique.

3M gives you 180 degree turret rotation of the microfiche holder. 3M accommodates flat film up to 5 x 8 inches. It makes no difference how you filmed it . . . how you placed the copy on the microform, 3M gives you a right reading image with the least effort.

ACCESSORIES

Copy Controls

Ask your 3M Microfilm Business Products representative about how to control copy usage with:

- Key lock control
- Coin attachment
- Half-size cutoff for overdue notices

Lenses

Standard condenser for all 400's:

- 12x, 15x, 18x, 21x, 23x

Low magnification condenser for 400B's and M's:

- 6.5x, 8x and 10x

High magnification condenser for 400B's and M's:

- 29x, 35x

Cartridge microforms

For the users of 3M's "400C"

Cartridge Reader-Printer:

- Cartridges, cartridge labels
- Cartridge loader with splicer
- Splicing tabs, leaders and trailers

Archival protection of open spool microfilm

- Plastic film boxes
- Grip clips (for use with slotted spools)

Film storage

- Cartridge carousels
- Microfilm file cabinets

Get the most value from your 3M Reader-Printer:

- Ask for a guaranteed maintenance agreement when you write your specifications.

MICROFILM SYSTEMS **3M** COMPANY



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